

## **ABSTRACT**

*The beauty industry is one of the dynamic, innovative industries, and must always be ready to adapt to changes that occur. Along with the trend of people starting to pay attention to body care products as a primary need, public interest in personal care and beauty products shows an increasing trend every year.*

*One of the missions of Bening's Indonesia Group is to conduct an IPO in 2024. The funding obtained through the IPO is expected to accelerate the company's business expansion amid the high level of competition from similar companies.*

*The purpose of this study was to assess Bening's Indonesia Group's IPO preparations. The method used in this research is qualitative method. The data used is primary data, with the technique of collecting using interviews.*

*The results of the research, currently Bening's Indonesia Group needs to meet several requirements to conduct an IPO including in terms of finance there must be a public accountant, bookkeeping of operating income, audited financial statements > 3 years, underwriter (underwriter), asset appraiser, audit internal, audit committee; from a legal point of view, it must meet the requirements for licensing from BPOM, GMS for approval to go public, and trademark copyright; in terms of business, namely preparing a professional internal team, preparing a professional external team, implementing Good Corporate Governance (GCG), and carrying out cost efficiency. After doing these things, the researcher concludes that Bening's Indonesia Group can conduct an IPO in 2025, with the main considerations and one of the requirements for conducting an IPO is the bookkeeping of financial statements that have been audited for > 3 years.*

**Keyword: Initial Public Offering, Due Diligence, Strategy Formulation, Strategy Implementation**